

What is claimed is:

1. A shelf display apparatus for storing absorbent articles packaged in a flexible film in a substantially upright position on a shelf, said apparatus comprising:

a top support member, said top support member being substantially horizontal, said top support member having a proximate end and a distal end;

a first vertical support member, said first vertical support member being substantially vertical, said first vertical support member having a first upper end and a first lower end, wherein said first upper end is joined to said proximate end of said top support member, wherein said first lower end is connected to a shelf; and

a second vertical support member, said second vertical support member being substantially vertical, said second vertical support member having a second upper end and a second lower end, wherein said second upper end is joined to said distal end of said top support member, wherein said second lower end is connected to the shelf;

wherein said top member, said first vertical support member and said second vertical support member together provide structural support for orienting and storing packaged absorbent articles in a substantially upright position on the shelf.

2. The apparatus according to claim 1 wherein said top support member has a non-linear portion to provide further upright support of the packaged absorbent articles.

3. The apparatus according to claim 2 wherein said non-linear portion extends substantially an entire length of said top support member.

4. The apparatus according to claim 2 wherein said non-linear portion has a shape selected from the group consisting of curves, triangles, rectangles, random patterns and combinations thereof.

5. The apparatus according to claim 1 further comprising a first fastening mechanism, said first fastening mechanism being joined to said first lower end of said first vertical support member, said first fastening mechanism connecting said apparatus to the shelf.

6. The apparatus according to claim 5 wherein said first fastening mechanism has a substantially horizontal bottom plate and at least one fastener, wherein said bottom plate may be substantially parallel and juxtapose to the shelf, wherein said fastener securely joins said bottom plate to the shelf.

7. The apparatus according to claim 5 wherein said first fastening mechanism is a U-shaped bracket that is partially inserted through the shelf.

8. The apparatus according to claim 5 wherein said first fastening mechanism is an engaging member that is inserted through a receiving area of a shelf threshold of the shelf.

9. The apparatus according to claim 5 further comprising a second fastening mechanism, said second fastening mechanism being joined to said second lower end of said second vertical support member, said second fastening mechanism connecting said apparatus to the shelf.

10. The apparatus according to claim 9 wherein said second fastening mechanism has a substantially horizontal bottom plate and at least one fastener, wherein said bottom plate may be substantially parallel and juxtapose to the shelf, wherein said fastener securely joins said bottom plate to the shelf.

11. The apparatus according to claim 9 wherein said second fastening mechanism is a U-shaped bracket that is partially inserted through the shelf.

12. The apparatus according to claim 9 wherein said second fastening mechanism is an engaging member that is inserted through a receiving area of a shelf threshold of the shelf.

13. The apparatus of claim 1 further comprising a substantially solid wall, said wall being subjacent to said top support member and interdisposed between said first vertical support member and second vertical support member, said wall provides additional support and facilitates the handling of said apparatus for placement on the shelf.

14. The apparatus of claim 1 wherein the absorbent articles is selected from the group consisting of disposable diapers, sanitary napkins, tampons, and pantliners.